



AMERICA'S FINEST CIGARETTE — TASTE BETTER — PROVED BETTER — BETTER FOR
YOUR NOSE AND THROAT — SUPERIORITY RECOGNIZED BY EMINENT MEDICAL AUTHORITIES!

79



IF YOU INHALE —

ALL SMOKERS DO — SOMETIMES!

INCREASE YOUR ENJOYMENT —

ENJOY REAL PROTECTION!



MAYBE you *think* you don't inhale — maybe you *know* you do. In either case...

When you *do* inhale, it's easy to see exposure to irritation increases! So — *know* what you smoke!

Read this vital difference — reported by eminent doctors — in authoritative medical journals. They compared five leading brands of cigarettes — and found:

THE OTHER FOUR LEADING BRANDS AVERAGED 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS — AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Read it again! — "235% more irritant... lasting more than five times as long!"

Change now to Philip Morris, especially if you inhale! Complete smoking pleasure — with no worry about throat irritation!

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CALL FOR PHILIP MORRIS

BETTER TASTING — AND PROVED BETTER FOR YOUR NOSE AND THROAT